

7 DEC. 1989

From: EEDQVIST--VCH0021A
To: SCARLSON--VCH0021A Stig Carlson

Date and time 12/07/89 16:58:56

From: Rand A. Sherif
To : Stig G. Carlson
Subject: CA/LEGAL REVIEW MEETING, LAUSANNE, DECEMBER 6, 1989
ras1207.3

*Finland
Mild/Lights*

The following actions were agreed:

Finland - MCLs, Ingredients, Milds and Lights

- o S. Parrish to lead a small legal team probably comprised of H. Pokela, A. Puhaka or P. Koski, and K. Kauniskangas.
- o Team will develop a strategy and action plan, viewed from trademark, other legal, and marketing view points.
- o S. Parrish will keep the Area informed. Specifically, he will provide RAS with a list of follow-up points prior to the next PM/ATO meeting on December 13.
- o S. Parrish plus SGC/JP to refine additional new questionnaire, then review with ATO, re: Milds and Lights.
- o S. Parrish will provide JP with a "white paper" on MCLs. JP and ATO to adapt for use and develop a "marketing strategy".

Finland - Professor Aurejarve Radio Statement

- o SGC/JP to prepare counter statement for airing and possibly press releases.
- o Proposal to be reviewed by lawyers.
- o No mention of the Aho case in the statement.

Finland - LTT Study

- o S. Parrish to review and revert before the study is pursued.

Sweden - Soeren Gyll

- o Same action plan as Finland, except that PM suggestions will then be reviewed with STA.

Rand|

cc: FDULLES --VCH0021A Frederick Dulles
SPARRISH--VCH0021A Steve Parrish
EMOTTIER--VCH0021A Keith Ware

THUMBER --VCH0021A Thomas Humber
JPUOTILA--VCH0021A Johan Puotila
RSHERIF --VCH0021A Rand Sherif

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